



Integrity Research Associates case study

Protection of research reports using Lizard Safeguard PDF Security

Summary

Integrity Research Associates wanted to access a global market that would be interested in their products but they could not afford delivery by traditional print publishing. Before purchasing Lizard Safeguard they could not offer subscription services with immediate download access.

Who are Integrity Research Associates?

Integrity Research Associates, LLC (www.integrity-research.com) is the only research firm focused on analyzing the fast-moving investment research industry. Integrity's professionals have identified and evaluated more than 1,500 research firms in the U.S., Europe, and Asia. Integrity Research Associates specializes in analyzing 'alternative' research firms, which often offer the most unique and innovative types of investment research.

As a result, Integrity have established significant intellectual capital from the high expertise of their people, and that means that the information that they provide is of high caliber, and of significant value.

What business objective(s) did Integrity have?

Integrity saw a new business opportunity to rapidly and economically extend their customer reach. Print publishing is an increasingly expensive and time consuming activity. The ability to be able to deliver over the Internet immediate value added reports is a significant business improvement. It allows Integrity to sell subscription services, delivering their customers access to regularly updated focus reports.

Integrity's initial ResearchFocus report includes over 100 pages of information and comparative analysis of all the major providers in the forensic research, earnings quality and short recommendations sectors. Naturally, we are aware that our work is highly attractive, and are quite well aware that there are plenty of people who would like to take advantage of our expertise for free. So we need to take positive steps to preserve our intellectual capital.

"We use the capabilities to restrict the number of readers and restrict printing. This enables us to control the ultimate number of individuals who get access to our research." It also means that our customers cannot readily pass on our proprietary information and it becomes significantly easier to detect piracy on the rare occasions that it may occur.

Which LockLizard product did Integrity use?

Lizard Safeguard was the obvious product for Integrity since they can readily convert the information they want to distribute into PDF format. It also means that there is a



standard branding for all Integrity products to their customers, which reinforces image and expertise.

Why did Integrity go with LockLizard?

“We chose Lizard Safeguard based on a combination of the suite of features offered and the cost of this service.” Their choice was driven by knowledge that their IPR had to be protected, rather than by trying to figure out what ROI might be involved.

What was the Integrity implementation experience?

“The implementation went smoothly. It is extremely easy to use.” Integrity were able to go live from the evaluation system without any problems. They did not need to involve specialists from IT before protecting critical company IPR.

About Lizard Safeguard PDF Security

Lizard Safeguard PDF security software provides complete PDF document security with PDF Digital Rights Management (DRM) controls and US Government strength AES 256 bit encryption. It protects PDF documents from copying, modifying, screen grabbers, saving and distribution. In addition the IPR owner can control whether users can view and print protected PDF documents, and if so, how many times. Protected PDF documents can be set to expire and instantly revoked. Pricing starts from \$2495 for a subscription license. www.locklizard.com/pdf_security.htm